

## FOR IMMEDIATE RELEASE

## FOR MORE INFORMATION:

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## EXPANDED PARKING, NEW VIEWING SPOTS SUGGESTED FOR 17<sup>TH</sup> ANNUAL RED HOT & BLUE FESTIVAL AND FIREWORKS EXTRAVAGANZA

**THE WOODLANDS, TX** (May 30, 2014) – As the 17<sup>th</sup> Annual Red Hot & Blue Festival and Fireworks Extravaganza draws near on July 4, 2014, organizers say this year's event will offer more convenient parking as well as new fireworks viewing spots.

This year, the Red, Hot & Blue Fireworks Extravaganza presented by BBVA Compass will be launched from Town Green Park and Waterway Square. Due to recent development of new office towers, The Woodlands Convention & Visitors Bureau has had to condense the 2014 Fireworks Extravaganza on The Woodlands Waterway to provide optimal views for both residents and visitors alike along a mile stretch of The Woodlands Waterway. Both displays will be launched simultaneously for 20 minutes, while simulcast live on Sunny 99.1, and will be fired by one of the country's leading fireworks companies, Pyro Shows.

When it comes to the best viewing spots for the Fireworks Extravaganza, The Woodlands Convention & Visitors Bureau suggests Town Green Park, Waterway Square and various points along The Woodlands Waterway for viewing.

"We've been diligent in working to identify the best fireworks viewing areas for this year's Fireworks Extravaganza," says Nick Wolda, president of The Woodlands Convention & Visitors Bureau. "Due to the construction on new office towers in The Woodlands Town Center,

it is becoming increasingly more difficult to fire the larger fireworks displays as in year's past.

The Woodlands Waterway has plenty of room for thousands of people to see the lower proximity fireworks at a closer and clearer view without the obstruction of buildings. Above all, attendees should plan ahead to pick out their spot."

Test shots will be conducted approximately every ten minutes from 8:40 p.m. - 9:10 p.m. in order to ensure individuals, particularly those along The Woodlands Waterway, have the best views for the 20-minute show. Attendees should note that viewing locations from previous years will and might not be available in 2014 due to the new launch locations; including Northshore Park, Southshore Park, viewing points along The Woodlands' golf courses, Lamar Elementary, The Woodlands Mall and all areas east of Interstate 45.

Wolda said an ideal situation would be to launch fireworks from the tops of buildings, but has not seen interest in the corporate community to do so.

"It has become increasingly difficult to identify places in and around the Town Center to fire the massive fireworks show because of the fallout of debris," Wolda said. "Being on top of buildings and parking garages does limit this, but many people are very conscience with safety concerns. While you might not see these fireworks from a mile away, these lower proximity displays are beautiful and patriotic."

Funding for the fireworks show is paid for by sponsors and from hotel occupancy tax by visitors and not property taxes paid by residents, Wolda said.

The Woodlands Mall, just a short walk from the Festival in Town Green Park, will open its large surface parking areas for the event to provide event goers with the opportunity to shop and dine in The Woodlands Mall prior to coming to the evening Festival. Furthermore, attendees

can plan to park in the surface lots off of Timberloch Place and Grogan's Mill which is the traditional parking plan for The Cynthia Woods Mitchell Pavilion.

"We know this will be a different show than The Woodlands is accustomed to seeing, but it's one that is needed at this time," Wolda said. "We'll continue to look in the years ahead to find the best and safest ways to deliver fireworks in celebration of America's Independence."

Produced by The Woodlands Convention & Visitors Bureau, the 17<sup>th</sup> Annual Red, Hot & Blue Festival and Fireworks Extravaganza will be held in Town Green Park and along The Woodlands Waterway where individuals can enjoy live music, hot dog and watermelon eating contests, face painting, strolling performers, games, inflatables, arts and crafts, concessions, a beer tent and more from 6 p.m. to 10 p.m.

A complete schedule of activities, directions and parking can be found on the event's website, www.redhotblue.org.

For more information on events and things to do in The Woodlands, go to <a href="https://www.VisitTheWoodlands.com">www.VisitTheWoodlands.com</a> or call 281-363-2447. "Like" The Woodlands Convention & Visitors Bureau on Facebook at <a href="https://www.Facebook.com/VisitTheWoodlands">www.Facebook.com/VisitTheWoodlands</a>, "follow" them on Twitter at <a href="https://www.Twitter.com/TheWoodlandsCVB">www.Twitter.com/TheWoodlandsCVB</a> and "view" them on YouTube <a href="https://www.YouTube.com/TheWoodlandsCVB">www.YouTube.com/TheWoodlandsCVB</a>.

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## **About The Woodlands**

Located just 30 minutes north of Houston, Texas and minutes from George Bush Intercontinental Airport, The Woodlands is the destination for leisure guests, individual business travelers and groups of all sizes. Visitors to The Woodlands and residents of the community enjoy more than eight million square feet of world-class shopping, dining and entertainment options, more than 194 miles of hike-and-bike trails, 124 parks, the 1,700-acre George Mitchell Nature Preserve, the Cynthia Woods Mitchell Pavilion, kayaking on Lake Woodlands, and taking a cruise on The Woodlands Waterway. The Woodlands features world-class sporting events including the Memorial Hermann Ironman Texas, Insperity Golf Championship and the Nike South Invitational. The Woodlands also is home to more than 1,650 guestrooms in upscale and

boutique properties, select service, limited service, conference and convention centers and a resort.